

SIERRA WORKS

WORKING GROUP MEETING



APRIL MEETING

4/17/2025

THIS MEETING IS
BEING RECORDED



We acknowledge that the lands we live, work, and gather on—including the counties of **Tuolumne, Amador, Alpine, Calaveras, Inyo, Mono, and Mariposa**—are the ancestral homelands of many Indigenous peoples who have stewarded these places since time immemorial. **These lands hold creation stories, sacred sites, and cultural lifeways of Tribal Nations** who were displaced, harmed, or erased through colonization—and who continue to remain rooted and resilient here today.

Tribes with ties to this region include, but are not limited to, the Miwok (including Central Sierra, Plains, and Southern Sierra bands), Mono/Monache, Kutzadika'a (Mono Lake Paiute), Nüümü (Owens Valley Paiute), Newe (Western Shoshone), Washoe, Yokuts, Utu Utu Gwaitu Paiute, Timbi-Sha Shoshone, and Ahwahnechee. These communities, both federally recognized and non-federally recognized, carry forward living traditions, languages, and relationships with the land.

In the Eastern Sierra, the Nüümü word Payahuunadü—"The Place Where Water Flows"—and Pamidu Toiyabe—"Western Mountains"—remind us that these places are not just landscapes, but homes, histories, and sources of life and meaning.

This acknowledgment is an invitation to all organizations, residents, and visitors to recognize the way this history has shaped the present as all parties work together in anticipation of a better future.



WHAT IS SIERRA WORKS

SFM and MLTPA (Industry Coordinators appointed by the Sierra Business Council), have developed Sierra Works (sierraworks.org) to onboard existing projects and provide technical assistance.

MLTPA and SFM have increased technical assistance capacity to help projects align with and realize projects within the scope outlined in the State's Economic Blueprint and the Regional Strategic Plan.

SIERRA WORKS

RECREATION & TOURISM PROJECTS IN THE SIERRAS



Project Strategy & Development

Recreation & tourism planning, funding alignment, and policy consultation.

Collaboration & Engagement

Stakeholder coordination, tribal engagement, public outreach, and meeting facilitation.

Messaging & Design

PR support, messaging strategy, graphic design, and GIS/mapping.

Funding & Grant Assistance

Budget development, grant application support, and funding strategy.

Trails & Infrastructure

Ground truthing, trail design, and alignment planning.



SIERRA WORKS TEAM

INTRODUCING!



Bill Keene

Climate Equity Solutions

President/Chief Executive Officer



Austin McNerny

Climate Equity Solutions

Senior Facilitator



Mathew Galvan

Owner & Marketing Strategist

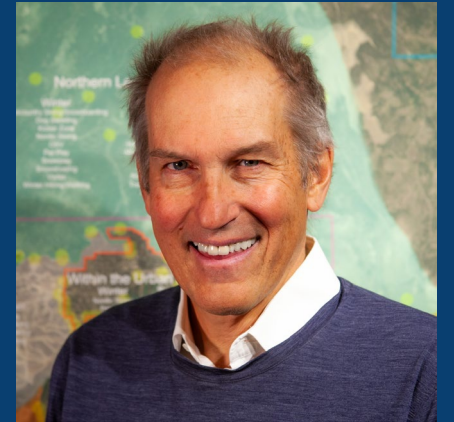
Sierra Focus Media



Andie Stewart

Research & Policy Analyst

MLTPA



John Wentworth

Board President

MLTPA



MEETING AGENDA

1. Welcome / Land Acknowledgement / Presenters (2 mins)
2. Why We Are Here & Process Overview (3 mins)
3. Agenda Review / Ground Rules / Disclaimer (2 mins)
4. Introductions – Who's Participating? (3 mins)
5. Review Kick-Off Meeting Homework Responses (10 mins)
6. Interactive Polls & Discussion (35 mins)
7. Wrap-Up / Next Steps (2 mins)



GROUND RULES

1. Assume good will.
2. Listen with an open mind and take an active problem-solving approach.
3. Avoid editorials and engage with respect.
4. Use conversational courtesy.
5. Honor time and share the floor. Respond to polls as quickly as possible.
6. Appreciate humor, but not at others' expense.
7. Be honest and candid while treating each other with respect.
8. Think innovatively and welcome new ideas.
9. Please feel free to use the chat to share your ideas or any question you may have.



DISCLAIMER

We are here to offer technical assistance including identifying funding opportunities, but we are not directly funding projects.



LET'S TAKE A QUICK POLL

1. Did you attend the 4/10 Kick-Off meeting?
2. Did you complete the pre-meeting survey?
3. Which county or counties are you working in
(check all that apply)
4. What's the focus of your organization?

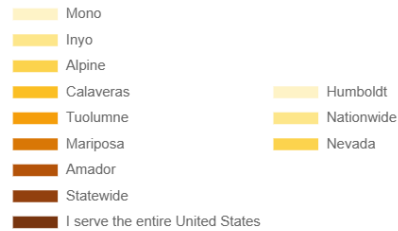
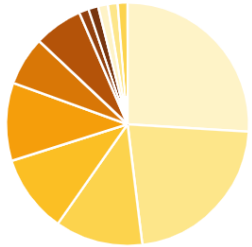


SURVEY RESPONSES

Which county or counties do you work in (check all that apply)?

38 of 38 answered

Pie chart ☒



Inyo = 47%

Mono = 47%

Alpine = 27%

Calaveras = 23%

Tuolumne = 20%

Mariposa = 13%

Amador = 10%



Are you willing to participate in quarterly working group meetings and complete brief homework exercises as a Recreation and Tourism practitioner?

38 of 38 answered

Yes

84%

32 responses

No

16%

6 responses



Were you previously familiar with Jobs First?

38 of 38 answered

Yes

50%

19 responses

No

50%

19 responses



Did you submit a project to Catalyst?

38 of 38 answered

No

76%

29 responses

Yes

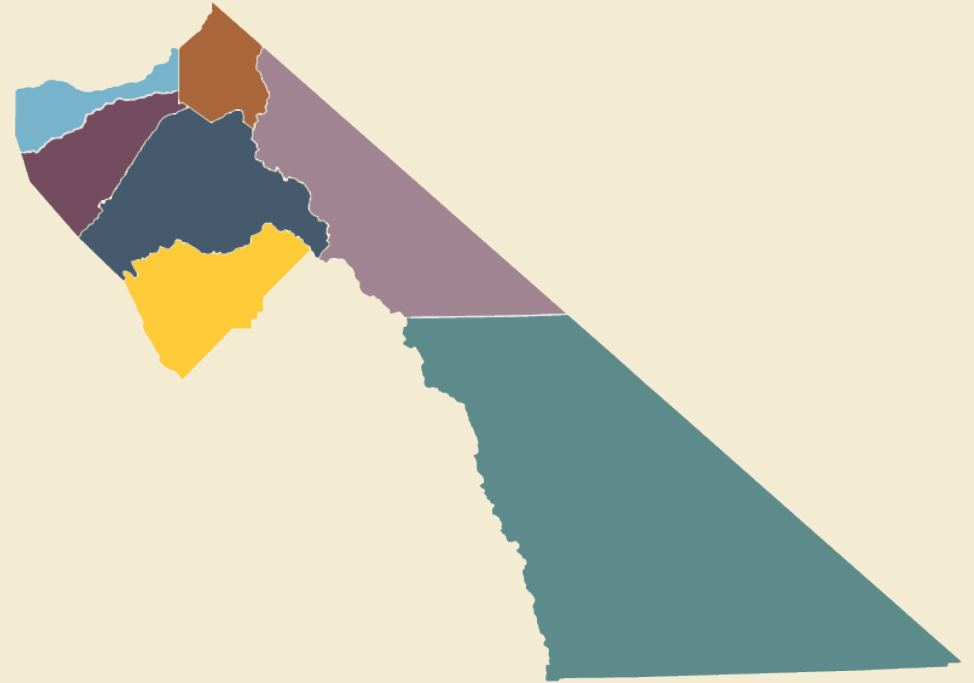
24%

9 responses

SURVEY RESPONSES

1. Regional Collaboration & Planning
2. Sustainable Funding for Projects
3. Diversifying Regional Attractions
4. Enhancing Visitor Experience through Infrastructure
5. Strategic Visitor Management
6. Promoting Sustainable Visitation
7. Addressing Climate Change Impacts

***Ranked according to respondent favorability



The two highest-ranked priorities — *funding* and *collaboration* — both reflect foundational capacity-building needs. This suggests that respondents are looking for systemic enablers before advancing more specialized strategies like climate response or sustainable visitation. It's a call for infrastructure *before* innovation.



RESULTS

A majority (53%) found collaboration with the film industry and local film commissioners relevant, while 42% were neutral. Only 5% felt it was not relevant.

While interest is modestly positive, the high rate of neutrality suggests this strategy may need more framing or clarification to show its potential value to the region.



"Work with the film industry and local film commissioners/visitor bureaus"

38 of 38 answered

1) Relevant

53%

20 responses

2) Neutral

42%

16 responses

3) Not Relevant

5%

2 responses



RESULTS

76% of respondents found partnership-building with recreation, entertainment, and resort organizations — including the California Outdoor Recreation Partnership — to be relevant.

Only 1 respondent (3%) marked it as not relevant. The high relevance rating suggests this is a clear priority, with minimal pushback and broad alignment across sectors.



"Attract and develop partnerships with recreation/entertainment/resort organizations, including the California Outdoor Recreation Partnership."

38 of 38 answered

1) Relevant

76%

29 responses

2) Neutral

21%

8 responses

3) Not Relevant

3%

1 response



RESULTS

61% of respondents consider encouraging private investment in public lands (where Transit Occupancy Tax applies) to be relevant. Nearly a third (29%) were neutral, and 11% marked it as not relevant.

While most support the idea, the neutral and negative responses suggest some caution or concerns — possibly around regulation, environmental impacts, or local control.



"Consider private investment in public lands where Transit Occupancy Tax is applicable—RV Parks, campgrounds, boating infrastructure, rentals, etc."

38 of 38 answered

1) Relevant

61%

23 responses

2) Neutral

29%

11 responses

3) Not Relevant

11%

4 responses



RESULTS

63% found regionally branded wayfinding and visitor infrastructure relevant, with another 26% neutral. Only 11% viewed it as not relevant.

The strong support and relatively low opposition suggest that this is a broadly supported tactic — especially if it improves navigation, branding, and coordination across jurisdictions.



"Reinforce regional connection through visitor infrastructure. Develop regionally consistent locally branded wayfinding programs to direct visitors to recreation and tourism amenities in coordination with regional collaborative governance as needed. Inventory wayfinding needs and prioritize installation locations" Identify a designer to work on branding Source funding to support the project

38 of 38 answered

1) Relevant

63%

24 responses

2) Neutral

26%

10 responses

3) Not Relevant

11%

4 responses



RESULTS

63% supported local investment in fire hardening and resource protection as relevant, while 34% remained neutral. Just one respondent (3%) found it not relevant.

The support suggests this is viewed as an essential safety and resilience investment — especially important given regional wildfire risk — though some may be unsure how it ties directly to recreation and tourism.



"Support on-the-ground fire hardening for local communities by investing in and expanding local resource conservation districts, fire-safe councils, and fire departments."

38 of 38 answered

1) Relevant

63%

24 responses

2) Neutral

34%

13 responses

3) Not Relevant

3%

1 response



RESULTS

68% consider investment in regional recreation and event infrastructure to be relevant. 24% were neutral, and just 8% felt it was not relevant.

The strong support suggests this is seen as a practical strategy to boost year-round tourism and provide more stable employment for local hospitality and recreation workers.



"Develop infrastructure to support regional events. Invest in traditional recreation infrastructure that supports attraction for regional sporting events and tournaments in coordination with regional collaborative governance as needed. Leverage these events to create year-round, high-quality employment for the tourist industry workers, many of whom have seasonal employment without benefits."

38 of 38 answered

1) Relevant

68%

26 responses

2) Neutral

24%

9 responses

3) Not Relevant

8%

3 responses



RESULTS



Are there any other tactics or strategies or projects that you would like to see considered as we further develop the Activation Plan?

22 of 38 answered

22 individuals shared additional ideas. Top themes included inclusive economic development (e.g., tribal and veteran-led efforts), revitalization of downtown areas, and a need to balance tourism with environmental and community resilience. Respondents are deeply focused on local business development, tourism's impact, inclusive economic strategies, and regional identity.

Some asked whether more tourism is even desirable — while others pushed for a clearer strategy to support year-round employment, workforce housing, and local business incubation.

TOP MENTIONS

- Veterans / Veteran (14 combined)
- Business / Businesses (14 combined)
- Tourism (13)
- Local (11)
- Economic Development/Development (11)
- Recreation (8)



INTERACTIVE POLLS & DISCUSSION QUESTIONS

How would you facilitate better collaboration between tourism businesses and the film industry/film commissioners?

(WRITE IN CHAT!)



INTERACTIVE POLLS & DISCUSSION QUESTIONS

What funding, capacity, and resources do you need to enhance cultural/arts-related investments to augment our region's tourist offerings?

(WRITE IN CHAT!)



INTERACTIVE POLLS & DISCUSSION QUESTIONS

Should we consider formally pooling our resources to create a fund to realize the projects we envision in the region? (YES/NO)

(ZOOM POLL)



INTERACTIVE POLLS & DISCUSSION QUESTIONS

What new or improved regional wayfinding programs or interpretative opportunities, including digital resources, do you suggest?

(WRITE IN CHAT!)



INTERACTIVE POLLS & DISCUSSION QUESTIONS

What new or improved regional event infrastructure do you believe will positively impact recreation and tourism?

(WRITE IN CHAT!)



INTERACTIVE POLLS & DISCUSSION QUESTIONS

Should wildfire hardening efforts consider and/or benefit recreational resources?

(YES/NO)

(ZOOM POLL)

If you answered “YES”, what are the most important recreation resources to consider?

(WRITE IN CHAT)



INTERACTIVE POLLS & DISCUSSION QUESTIONS

How do we bring more people into this working group and what might we do to enhance your involvement?

Are there specific resource sharing tools/methods that you would benefit from?

(WRITE IN CHAT!)



INTERACTIVE POLLS & DISCUSSION QUESTIONS

The survey indicated that there is interest in having developed recreational facilities while at the same time having more natural/undeveloped areas available.

Should developed recreational facilities be near developed communities? Should opportunities for more wilderness experiences be located farther away from developed communities?

(ZOOM POLL)

How do we promote a diverse array of recreational facilities while promoting and facilitating wilderness experience?

(WRITE IN CHAT)



INTERACTIVE POLLS & DISCUSSION QUESTIONS

What 2-3 words would you use to define sustainable recreation and tourism?

(WRITE IN CHAT!)



INTERACTIVE POLLS & DISCUSSION QUESTIONS

What 2-3 words best describe how you are feeling about the future of sustainable recreation & tourism in the Sierra region today?

(WRITE IN CHAT!)



NEXT STEPS

- A summary of today's meeting and responses will be posted on the Sierra Works website.
- Input from today's meeting will be used to inform our draft activation plan which is to be delivered to the state in late May.
- A potential survey will be on the way in the next few weeks!

NEXT MEETING

JULY 2025

DETAILS TO COME!

SIERRAWORKS.ORG



QUESTIONS?



SIERRA WORKS

THANK YOU FOR COMING



Next Meeting: July 2025

